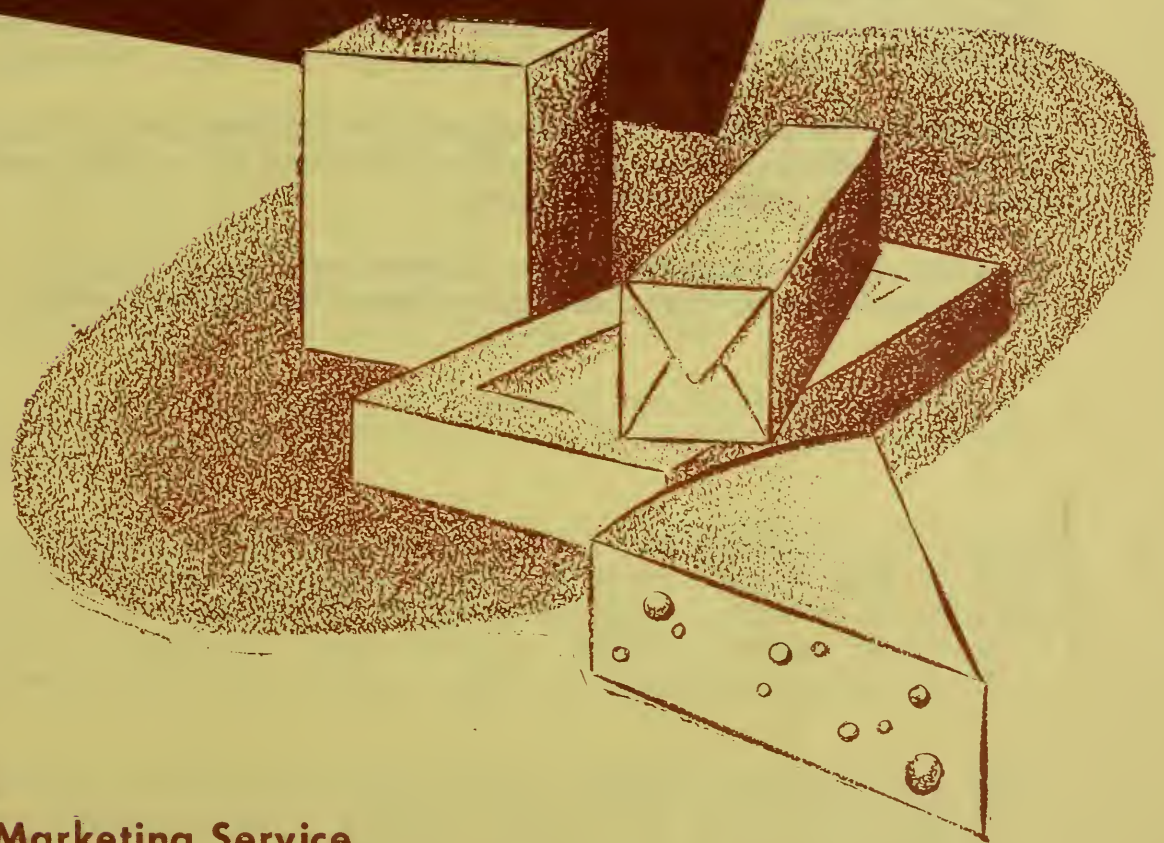


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, August 1955



HPD-14

October 1955
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, AUGUST 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

United States householders reported that during August 1955 they bought about 1.4 percent more butter and 4.7 percent more margarine than in August 1954. Householders also reported larger purchases of natural cheese during August 1955 than a year earlier, but smaller purchases of processed cheese products and cottage cheese. Purchases of nonfat dry milk solids for household use continued substantially higher than in 1954, and in August this year were 25 percent greater than in August last year.

Total purchases of butter for household use during the 4-week period of August 1955 were reported at close to 59 million pounds, a gain of almost one million pounds over purchases in August 1954. The percentage of all families buying butter--45 percent--in August 1955 was about 2 percentage points above a year earlier. The reported percentage of families buying butter each month has been very stable since January (table 1).

Butter purchases by householders during the 5 months April-August 1955 were 7 percent greater than in the corresponding period a year earlier. Prices for butter to consumers in this survey during April-August 1955 were reported fractionally higher--about 1 percent--than in April-August 1954. In the preceding dairy marketing year, April 1954-March 1955, householders bought about 13 percent more butter and paid 10 percent less than in April 1953-March 1954.

The change in butter purchases for household use from July to August this year was upward, but the increase was somewhat smaller than in the preceding 2 years.

Margarine purchases for household use during August 1955 were estimated at over 86 million pounds, about 4 million pounds larger than in August 1954. About 57 percent of all families reported purchases of margarine compared with 56 percent a year earlier. Families buying margarine continued buying more per purchase than in comparable months of 1954 (table 2).

For the 5 month period April-August 1955, household purchases of margarine were estimated over 9 percent larger than in the same period of 1954. Prices paid for margarine in April-August 1955 averaged 6 percent less than a year earlier. In the year ending March 31, 1955, purchases of margarine had been 3 percent above a year earlier while prices were unchanged.

Margarine purchases for household use in August 1955 were 3 million pounds higher than in July. This was about half the increase reported from July to August in 1954 but about the same as the change from July to August in 1953.

About 17 percent of all families reported buying both butter and margarine in August 1955, and 15 percent bought neither of these products. The percentage buying both has been running about the same as in 1954, but a sizable drop in the number of families buying neither is indicated.

Total natural and processed cheese purchases by householders during August 1955 were estimated at 43.8 million pounds (purchased weight basis) compared with 46.4 million pounds a year earlier. Householders reported little change in the total of natural and processed cheese purchases from July to August this year.

Natural cheese purchases in August 1955 were estimated at 25.0 million pounds, up from a year earlier by about 1.8 million pounds. For the April-August 1955 period, total natural cheese purchases were about 9 percent greater than in April-August 1954. Purchases of natural Swiss and cream cheese showed more strength compared to last year than did natural American and "other" types (table 4).

Total processed cheese purchases--including processed cheese, cheese foods, and cheese spreads--for household use in August 1955 were reported at 18.8 million pounds, down about 4.4 million pounds from the level of August 1954. Although total processed cheese product purchases during April-August 1955 were 17 percent below a year earlier, the purchases of cheese spreads were up about 12 percent (table 5).

Consumers in this survey generally reported paying fractionally less for the various types of cheese than a year ago. The only exceptions to this were slightly higher prices for natural American and natural "other" types of cheese, which include foreign and specialty types.

Cottage cheese purchases, not included in the totals above, were reported at 31.6 million pounds in August 1955 compared with 32.8 million pounds in August 1954. For April-August 1955, cottage cheese purchases for household use were about 2 percent smaller than in the corresponding period of 1954.

Purchases of cottage cheese declined about 1.5 million pounds from July to August this year, about the same as the decline from July to August 1954. Prices advanced slightly and in August 1955 were 21.2 cents per 12-ounce unit. In the 17 months covered to date in this survey, prices paid by householders for cottage cheese have moved in the very narrow range of 20.9-21.4 cents per 12-ounce unit (table 6).

Household purchases of nonfat dry milk solids during August 1955 were reported at 11.7 million pounds, a gain of 25 percent over a year earlier. Purchases of nonfat dry milk solids were over 20 percent greater each month during April-August 1955 than in the same month of 1954.

The substantially higher level of household purchases of nonfat dry milk solids has occurred in the face of higher consumer prices. The average of prices paid for nonfat dry milk solids by consumers in this survey during August 1955 was almost 40 cents per pound, over 4 cents per pound higher than in August 1954 (table 7).

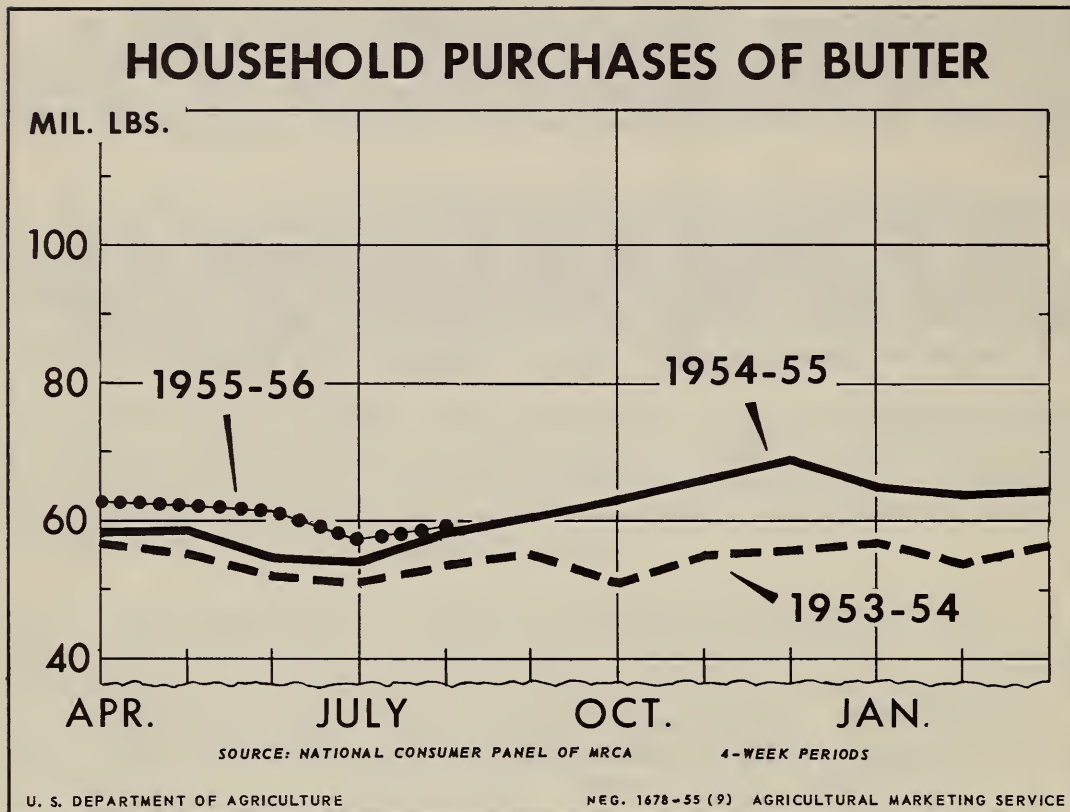


Figure 1

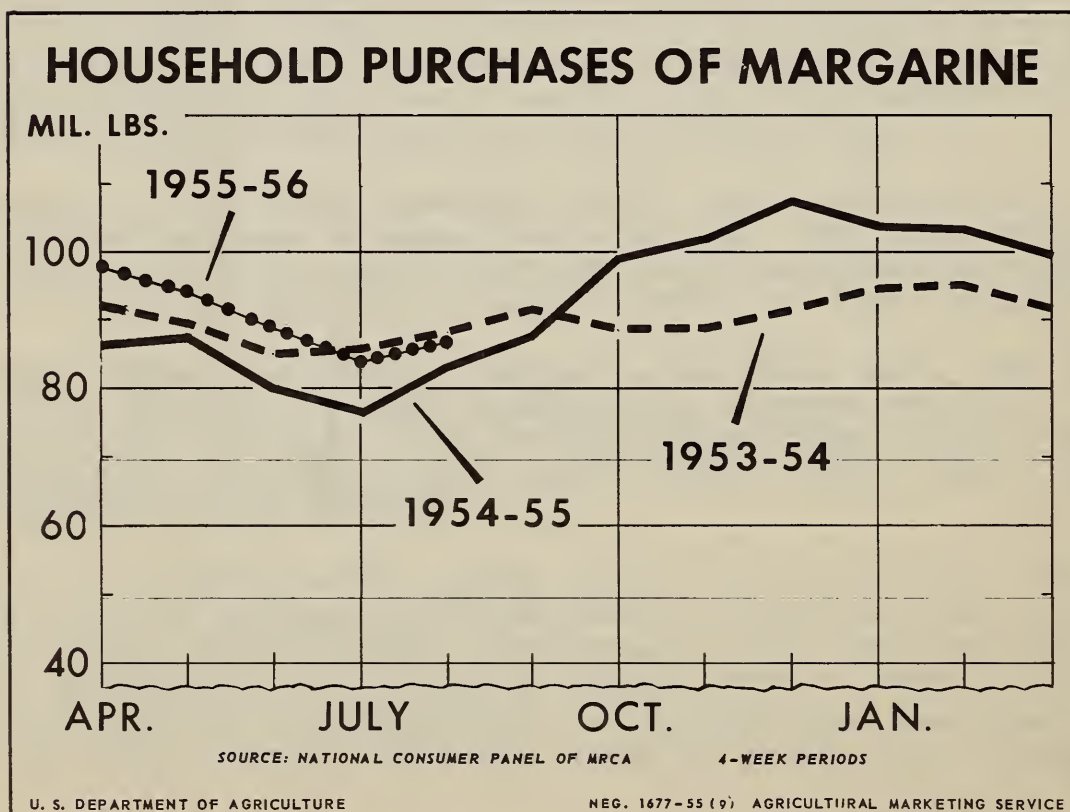


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit, U. S.,
4-week period, August 1955

Type	Percentage of: all families: buying any type	Quantity purchased Average : per : purchase:	Total : 1,000 : population	Per : 1,000 : population	Average price paid per unit	
	<u>Percent</u>	<u>Ounces</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Unit</u>	<u>Cents</u>
Natural						
American	x	13.2	15,700	98.0	lb.	63.9
Swiss	x	9.7	3,450	21.6	lb.	73.8
Cream	x	6.0	2,830	17.7	3oz.	14.1
Other	x	8.9	2,990	18.7	lb.	76.4
Processed						
Cheese	x	10.6	8,820	55.0	lb.	60.8
Cheese	x	23.3	4,100	25.6	lb.	44.7
Cheese spreads	x	15.1	5,890	36.8	lb.	49.8
	<u>1/</u> 54.6					
Cottage Cheese		16.2	31,650	197.5	12 oz.	21.2

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----	15,700	15,010	3,450	2,940	2,830	2,310	2,990	2,940
September-----		16,140		3,520		2,790		2,950
October-----		17,280		3,640		3,370		3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
Per pound						Per 3 oz.		
American		Swiss		Other		Cream		
1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	
Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----	63.9	62.9	73.8	75.1	76.4	76.1	14.1	14.4
September-----		62.0		74.2		77.2		14.2
October-----		62.0		72.7		77.4		13.7
November-----		62.8		74.9		74.7		13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	9,010	10,740	5,240	9,110	6,410	5,670
May-----	9,640	10,670	4,930	9,020	6,400	6,290
June-----	9,940	10,330	5,210	9,420	6,970	5,450
July-----	9,090	9,900	4,640	7,960	5,940	5,170
August-----	8,820	9,940	4,100	7,580	5,890	5,710
September-----		10,460		8,090		6,000
October-----		10,000		8,160		6,790
November-----		9,660		6,360		6,050
December-----		9,210		6,210		6,130
January-----		10,020		6,970		7,920
February-----		10,700		7,250		8,350
March-----		10,380		6,340		7,800
Average price paid per pound						
Period	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
April-----	61.5	60.9	45.0	47.1	51.0	57.9
May-----	60.4	60.6	44.7	45.8	50.7	52.0
June-----	59.3	61.2	44.2	45.8	50.6	54.3
July-----	60.8	61.5	44.7	46.7	49.9	53.9
August-----	60.8	61.2	44.7	46.6	49.8	51.9
September-----		60.1		45.5		51.9
October-----		61.2		44.8		52.1
November-----		61.1		44.5		53.7
December-----		62.0		46.1		55.6
January-----		61.4		44.9		51.8
February-----		61.4		44.2		49.8
March-----		60.9		44.1		49.9

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Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
	1955-56	1954-55	Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases		1955-56	1954-55
			1955-56	1954-55	1955-56	1954-55		
	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----	31,650	32,820	21.2	21.2	23.4	23.0	16.2	15.7
September-----		31,720		21.1		22.8		15.7
October-----		32,780		21.3		23.0		15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----	20.0	22.6	11,720	9,410	73.1	59.1	39.6	35.5	35.9	33.7
September-----		22.0		9,910		62.3		36.7		34.1
October-----		20.6		10,860		67.7		38.3		35.0
November-----		20.3		10,660		66.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

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